Home Furnishings Calendar 1949

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 8 3:00 P.M.- 7:00 P.M.	PRESS AND TRADE SHOWING OF NEW FURNITURE	HOFFMANN & HEIDRICH MARGARETHE, INC.	PELICAN UPHOL. CO. 220 EAST 51ST ST.

Designers Kim Hoffman and Stephen Heidrich have joined forces with Albert and Raymond Clempner, owners of the cabinet-making firm of Margarethe, Inc., to create a line of modern pieces and transitional pieces between period and modern. These will be shown to the press and trade along with period wood furniture by Margarethe and period upholstered pieces by Pelican. The modern and transitional group includes both wood and upholstered pieces: a curved sofa with accompanying end tables and coffee table; a cabinet-desk-and-chair combination; a sliding table for serving food in bed and so on. Contact: Kim Hoffman or Stephen Heidrich, 139 East 57th Street, PL. 5-9555.

Thursday Sept. 8 Just out	NEW PRINT LINE	H. B. LEHMAN-CONNOR CO.	509 MADISON AVENUE

A notable collection of twelve hand-quilted prints has just been added to the line. This includes glazed and unglazed hand prints in both wide and narrow widths. The complete collection, including all colors of the twelve patterns, consists of 62 numbers. In addition there is a sizeable collection of machine-quilted fabrics on novelty cloths and on other hand prints. Publicity: H. B. Lehman, PL. 8-2100.

Thursday Sept. 8 7:30 P.M.	REGULAR MEETING	UPH. FURN. MFRS. ASSN.	HOTEL McALPIN

The regular September meeting will be held on this date. Note change from Tuesday to Thursday caused by Labor Day weekend. Contact: Irving R. Kass, Tolleris, Kass & Tolleris, MU. 3-4247.

Thursday Sept. 8 Just out	NEW PRODUCT	THE ULLMAN COMPANY, INC.	319 McKIBBIN STREET

The Ullman Company announces a new product known as All Plastic Shelf-n-Edge. This is a genuine plastic shelf cover and decorative edging which will last indefinitely, retain its colors, clean easily. It may be readily cut to fit and is now available in a gingham design with border. Later an ivy design will be added to the line. Contact: Jerome M. Ullman, The Ullman Company, Inc., 319 McKibbin St., Brooklyn 6, N.Y., HY. 7-3700.

Thursday Sept. 8 Going on	SERVICE FOR BUILDERS	RAHR COLOR CLINIC	9 EAST 56TH STREET

A new service for builders of one house or an entire model development has been announced by Frederick H. Rahr, president of Rahr Color Clinic. Under the direction of Beatrice West, (who has just completed the coordination of both interior and exterior color for the 4500 houses being built at Levittown in Roslyn, L.I., by Levitt & Sons) builders, manufacturers and retailers can now get complete color planning on exteriors and interiors, as well as color information on clubs, shopping centers, public buildings, hotels, recreation centers and so on. They are supplied with a folder containing paint and wallpaper samples, paint formulae and so on. For the home owner a decorating guide will soon be available to help in coordinating home furnishings with the exterior and interior color schemes. Contact and Publicity: Frederick H. Rahr, PL. 8-3168.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 11- Sept. 13	5¢ TO $5 VARIETY SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, INC., LOS ANGELES, CALIF.		
Sept. 11- Sept. 14	NATL. INDUSTRIAL STORES ASSN. CONVENTION, HOTEL AMBASSADOR, ATLANTIC CITY. CONTACT: HULL BRONSON, SOUTHERN BLDG., 15TH & H ST., WASHINGTON, D. C.		
Sunday Sept. 11- Sept. 17	SECOND ANNUAL NATIONAL HOME WEEK For the second year, National Home Week will be observed throughout the country. At this time companies in all phases of the building industry will report to the public on new materials and building methods. Model homes will be put on display. Retail stores, manufacturers, dealers and utility companies will all cooperate. Contact: National Association of Home Builders, 1028 Connecticut Avenue, N. W., Washington, D. C.	NATIONAL ASSOCIATION OF HOME BUILDERS	1028 CONN. AVENUE, N.W. WASHINGTON
Sunday Sept. 11- Oct. 10	CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL More than 70 completely furnished and decorated model homes, model rooms and so on will show 1949's new appliances, furniture, building materials and equipment during the festival. The duration of the festival will include National Home Week, Home Fashion Time and the Television and Electrical Living Show at the Coliseum from Sept. 30 to Oct. 9. Contact: L. W. Stratton, Weiboldt Stores, Inc., Chicago; and The Chicago Tribune, Tribune Tower, Chicago 11, Illinois.	HOME & HOME FURN. COUNCIL CHICAGO TRIBUNE	CHICAGO ILLINOIS
Sunday Sept. 11- Nov. 20	EXHIBIT OF HOME GOODS "For Modern Living" is the title of this extensive exhibit which will inform the public, through a dramatic series of exhibits of furnishings and articles for the home, how much modern design of high standards contributes to the convenience and pleasure of living. Between 2,000 and 3,000 objects including furniture, fabrics, floor coverings, ceramics, glass and plastics, metal and wood objects, utensils and so forth will be used in these exhibits. Alexander Girard, architect and designer is the director and will be assisted by a large committee of outstanding people in the field. J. L. Hudson Co. is working closely with the Institute. Contact: Alexander Girard, 379 Fisher Road, Grosse Point 30, Michigan.	DETROIT INST. OF ARTS	DETROIT, MICHIGAN

WEEK BEGINNING MONDAY, SEPTEMBER 12, 1949

Sept. 12- Sept. 16	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Sept. 12- Sept. 16	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N.Y.		
Monday Sept. 12- Sept. 17	CLARA DUDLEY STORE PROMOTION Ackermann's plans a home furnishings week with Clara Dudley, The Alexander Smith color consultant. The promotion is based on a current story in "Living for Young Homemakers". The young couple featured in the story, and Carol Reed of the Chicago "Living" staff will hold open house at the store. Publicity: Emily Purcell, MU. 9-1300.	ACKERMANN'S DEPT. STORE	ELGIN, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 12- 4:00 P.M.- 6:00 P.M. Sept. 28	PREVIEW OF MODERN EMBROIDERIES	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 32 EAST 52ND STREET
	A special preview of the modern embroideries of Mariska Karasz will be shown by invitation only on this date and open to the public on Sept. 13 to coincide with the publication of Miss Karasz' new book "Adventure in Stitches". The exhibit includes decorative hanging panels, chair covers, a screen, portraits and many other pieces. They will be displayed in America House's new quarters in redesigned space just around the corner from Madison Avenue in the same building as before. Hours, 10 A.M. to 5:30 P.M. Monday through Friday. Publicity: Mrs. Vanderbilt Webb or Frances Wright, PL. 3-9094.		
Monday Sept. 12 Going On	HOUSE OF YEARS	W. & J. SLOANE	FIFTH AVE. & 47 ST.
	The "House of Years", the complete 8 room house on the street floor of Sloane's,will be newly decorated and ready for view on this date. This year it will feature an apartment for teen age girls. The colors in the master bedroom and the living room tie in with two of the colors introduced by Dior: "rose France" and "your eyes of blue". Open to the public; admission free. Store hours: 9:30 A.M. to 5:30 P.M., Monday through Saturday. Publicity: B. D. Smith, PL. 5-5600.		
Monday Sept. 12 Going On	STORE PROMOTION	JAMES McCREERY & CO.	NEW YORK, N.Y.
	James McCreery & Co. will hold a press opening for the Heifetz Design Gallery, an exhibition of lamps and decorative accessories introduced by Yasha Heifetz, designer and manufacturer. The Gallery will occupy 2,000 square feet in a special assigned section of McCreery's furniture floor and will feature occasional furniture, table settings and the use of fabrics to dramatize effects. The lamps to be shown are the latest designs developed by The Heifetz Co. and will be seen by consumers for the first time during store hours, beginning Sept. 19. Contact: Mr. F. M. Cavalon, home furnishings merchandise manager, and Evelyn Yesky, lamp buyer, both at James McCreery & Co., WI. 7-7000. McCreery Publicity: Jean Saville, WI. 7-7000.		
Tuesday Sept. 13	CONFERENCE ON RETAIL MERCHANDISING	N.R.D.G.A. 100 WEST 31ST ST.	GRAND BALLROOM HOTEL STATLER
	An afternoon and evening conference on retail merchandising with special emphasis on the problems of expense and controlling inventories will be addressed by a group of speakers who will be followed by an open forum discussion on current merchandising problems. Publicity: Robert J. Mayer, Director of Public Relations, N.R.D.G.A., CH. 4-8780.		
Sept. 13- Sept. 15	FLORIDA CHINA, GLASS AND GIFT SHOW, SAN JUAN HOTEL, ORLANDO, FLORIDA. CONTACT: M. E. LORD, 3616 ST. JOHN'S AVENUE, JACKSONVILLE, FLORIDA.		
Wednesday Sept. 14 10:30 A.M.- 12:30 P.M. Breakfast	PRESS PREVIEW CASTLETON CHINA	ASSOCIATED AMERICAN ARTISTS GALLERIES	711 FIFTH AVENUE NEW YORK, N. Y.
	The press is invited to a breakfast by invitation only to view an exhibition of free forms and shapes, as represented in the Castleton China Collection of 1950, after the paintings of Picasso, Modigliani, Braque, Doris Lee, Arnold Blanch, Adolph Dehn, John Marin, Paul Sample and Umberto Romano. Open to the public Thursday, September 15th-23rd. Hours: 10 A.M. to 6 P.M. daily except Sundays. Publicity: Edith M. Hellmann, MU. 3-8948.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 14 12:15 P.M.	FIRST FALL LUNCHEON The first luncheon meeting of the fall will be held on this date in the Hendrik Hudson Room of the Roosevelt. Alfred Auerbach is the moderator and Yasha Heifetz, lamp designer, and Marcel Breuer, architect, are the speakers. Contact: Josephine Brush, SA. 2-1839.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Wednesday Sept. 14 2:00 P.M.- 5:00 P.M.	PRESS PREVIEW COCKTAIL PARTY A press opening and cocktail party will be held on this date to preview a new line of modern furniture. Contact: B.T. Givaudan, Jr., MU. 4-4322.	DECORATIVE MODERN INC.	335 EAST 45TH ST.
Wednesday Sept. 14 8:00 P.M.	FIRST FALL MEETING Warren Moscow, N.Y. Times political reporter, will speak on "The Current Campaign" at this meeting. Contact: Henry de Brito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL STATLER
Wednesday Sept. 14- Sept. 24	SHOW ROOMS ON SHOW How to plan a showroom will be demonstrated in an exhibit "Show Rooms On Show" with the following topics covered: How to Analyze a Floor Plan, Lighting, Partitions, Colors, New Building Materials, New Display Ideas. All ideas will be presented in sketch and blue-print form. Hours: 4 to 7 P.M. on September 14; thereafter 10:30 A.M. to 5 P.M. daily. Contact: Kim Hoffman or Stephen Heidrich, PL. 5-9555.	HOFFMAN & HEIDRICH	139 EAST 57TH ST.
Wednesday Sept. 14- Oct. 1	HOUSEWARES FAIR The annual Housewares Fair on Bamberger's 7th floor will be arranged in carnival style with midway and booths featuring a large number of give-aways, food samples and gadgets. Store hours: Mon. through Sat., 9:45 A.M. - 5:30 P.M.; Wed. until 9 P.M. Publicity: Mary Grizzard, MA. 2-1212.	L. BAMBERGER & CO.	NEWARK, NEW JERSEY
Sept. 17- Sept. 22	ST. LOUIS GIFT SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G. L. WENNERSTROM, KANSAS CITY MERCH. MART, KANSAS CITY, MO.		
Sept. 18- Sept. 21	NORTHWEST GIFT, ART & HOUSEWARES SHOW, RADDISON HOTEL, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, 1228 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Sept. 18-21	BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.		
Sept. 18- Sept. 21	DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: ALLIED EXHIBITORS, 712 SO. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Sept. 18- Sept. 22	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday Sept. 18- Sept. 24	NEW ENGLAND VILLAGE AND HOME DISPLAYS A complete, typical New England village - Storrowton Village - is part of this annual exposition. The buildings, all of the Revolutionary era, have been installed on the Exposition grounds and serve as a setting for Home Department displays and activities during this period. On September 19th at 3:30 P.M., Dorothy Harrower, designer-decorator, will speak on document prints by Greeff Fabrics, Inc. Publicity: Mrs. Ione F. Winans, Storrowton, West Springfield, Massachusetts.	EASTERN STATES EXPOSITION	WEST SPRINGFIELD MASSACHUSETTS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 19	NEW PRINTS	W. & J. SLOANE	FIFTH AVE. & 47TH ST.

The "Stimulus Prints" to be featured exclusively by Sloane's will be available to the consumer on this date. The following prominent designers have each contributed three patterns: Salvador Dali, Ray Eames, Abel Sorensen, Bernard Rudofsky, George Nelson and Edward Wormley. Since each pattern is available in three different color combinations, the collection of "Stimulus Prints" totals 54 in all. Publicity: B. D. Smith, PL.5-5600.

Monday Sept. 19- Sept. 22	SECOND ANNUAL HOME FURNISHINGS MARKET	FURNITURE CLUB OF ST. LOUIS	KIEL AUDITORIUM ST. LOUIS, MO.

The Furniture Club of St. Louis in cooperation with the St. Louis Floor Covering Club and the Housewares Club is putting on the second show of this sort to reach dealers, jobbers and representatives from nine states in the area. Contact: Ira W. Curry, Furniture Club, St. Louis, Missouri.

Sept. 19- Sept. 23 FALL FURNITURE SHOW, MECHANICS BUILDING, BOSTON, MASSACHUSETTS. CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL ST., BOSTON, MASSACHUSETTS.

Monday Sept. 19- Oct. 1	HOMECOMING FAIR	THE FAIR STORE & BETTER HOMES & GARDENS	THE FAIR STORE CHICAGO, ILL.

A large-scale promotional tie-in between The Fair Store and Better Homes and Gardens Magazine will begin on this date. Four rooms, inspired by the magazine's own model-room displays will be shown on the furniture floor of the store. The Willett Maple Rooms will be remodeled for the event and a complete operating room will be set up by a carpet manufacturer to demonstrate how floor coverings are made. Cooking schools, decorating forums, and movies are some of the activities planned. Margaret Meredith, decorator consultant for Columbia Mills, and a specialist in window treatments, will be in the drapery department of the store from September 27th through September 30th for consultation on window problems. Miss Meredith will lecture in the store auditorium on September 27th at 10:30 A.M. on home decoration and window treatments. Contact: John Robling, Better Homes & Gardens, Des Moines 3, Iowa.

Tuesday Sept. 20 9:00 A.M.- 11:00 A.M. Breakfast	PRESS OPENING	GREEFF FABRICS, INC.	4 EAST 53RD STREET

A press breakfast will be held, by invitation only, at the opening of the new building designed for Greeff Fabrics, Inc. Gerald K. Geerlings, architect and H. Clifford Burroughes, interior decorator were in charge of the project. The new line of fabrics and wallpapers by Greeff will also be shown. Publicity: Hilda Kassell, PL. 9-2917.

Tuesday Sept. 20 11:00 A.M.	INTERIOR DISPLAYS	LUREX FABRICS	HOTEL PIERRE

Dorothy Liebes and Mary Brandt have lined up decorative arrangements for four interiors which will be displayed on the ballroom floor of the Pierre, combining various types of furniture with Lurex fabrics. Edward Wormley designs will be used for the modern group; Baker for the Chinese modern, and Frederick Victoria for the antiques. One interior will be a display of the fabrics exclusively. Another showing in the afternoon will exhibit how Lurex can be used in fashions. Lurex is a product of the Dobeckman Co. Publicity: Eleanor Lambert, MU. 8-2130.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 20 3:00 P.M.-6:00 P.M. Cocktails	TRADE OPENING Decorators will attend a cocktail party at the opening of the new building for Greeff Fabrics, Inc., and preview their new line of fabrics and wallpapers. On the following day "open house" will be held from 3:00 P.M. to 6:00 P.M. by Greeff. Contact: Mrs. Donald Price, PL. 9-2310.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Friday Sept. 23	HEIFETZ GALLERY The Runkle Furniture Co. will open the Heifetz Design Gallery - an exhibition of lamps and decorative accessories in individual settings, introduced by Yasha Heifetz, designer and manufacturer. The Gallery will occupy 2025 square feet and will be decorated in room settings, section displays and shadow boxes. This represents a pioneering effort by a manufacturer and specialty store to demonstrate the function of the lamp as an art and utilitarian object in the home. Four lamp groups will be shown: ceramics, woods, metals and a combination of wood and metal. Contact: Paul Lauck, president, The Runkle Furniture Co., York, Penna.	RUNKLE FURNITURE CO.	YORK, PENNSYLVANIA
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR.		
Sept. 24-29	MONTREAL GIFT SHOW, MONTREAL, CANADA.		
Saturday Sept. 24-Oct. 2	FIRST PUBLIC EXPOSITION The dates for this exhibition originally set for Sept. 10th to 18th have been advanced to Sept. 24th to Oct. 2nd to coincide with Home Fashion Time. At this time an extensive exhibit of home goods featuring exhibits by manufacturers and retailers will be open to the public. The exhibition will consist of model rooms with various educational services in addition. Contact: H.F. Van Horn, Natl. Furn. and Home Furnishings Shows, Inc., 134 Lexington Ave., MU. 5-0218. Publicity: Jack Malloy, Anderson, Davis & Platte, LE. 7-2300.	NATL. FURN. AND HOME FURNISHINGS SHOWS, INC.	GRAND CENTRAL PALACE
Sunday Sept. 25	SPECIAL FEATURE SECTION "Today's Home" is the special home furnishings section to be published with the Sunday issue of the Herald Tribune on this date. It will include furniture and decorating trends for the modern home. Advertising deadline: Sept. 20th. Editorial deadline: Sept. 19th. Send editorial photos and material to Eugenia Sheppard and Ann Pringle, Herald Tribune.	HERALD TRIBUNE	230 WEST 41ST STREET
Sunday Sept. 25	SPECIAL FEATURE SECTION A full newspaper size section included with the Sunday edition of the Times for this date will be devoted to "Home Decoration and its Maintenance". This will cover the wide range of home furnishings with emphasis on furniture, decoration, fabrics, floor coverings, equipment, price scales and so on. Advertising and editorial deadline: September 16th. Submit all photos and editorial copy to: Ivan Veit, N.Y. Times, LA. 4-1000, Ext. 523.	N. Y. TIMES	229 WEST 43RD STREET
Sunday Sept. 25	SPECIAL FEATURE SECTION Special home furnishings section including 20 pages of editorial and 28 pages of advertising will be published on this date. The editorial and advertising deadline is Sept. 19th, and the section will be divided into five parts: Furniture and Room Settings, Fabrics and Wall Coverings, Floor Coverings, Home Appliances and Accessories. Contact: Willella de Campi, The Daily News, MU. 2-1234.	DAILY NEWS	220 EAST 42ND STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

ADVANCE DATES AND NOTICES

Monday Sept. 26 9:00 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW "The Hawaiian Islands Group" designed by Dorothy Draper for F. Schumacher & Co., will be shown to the press by invitation. Mrs. Draper has taken her cardinal principle of decoration, "bring the outdoors indoors", to the Pacific Islands, creating the patterns and color tones for 10 fabrics, three wall papers, and two carpets to be designated the "Hawaiian" group. These will be officially launched to decorators and consumers during the week of "Home Fashion Time". Publicity: Philip Schuyler, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Sept. 26- Sept. 28	NATIONAL ELECTRONICS CONFERENCE, EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. CONTACT: G. H. FETT, UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS.		
Monday Sept. 26- Sept. 30	PREMIUM AND ADVERTISING SPECIALTIES EXPOSITION The annual Premium Show will feature the offerings of more than 250 manufacturers. A symposium on premium products will be held that week. Contact: Arthur Tarshis, exposition manager, LU. 2-4627.	PREMIUM ADV. ASSN. OF AM. N. Y. PREMIUM CLUB	71ST REG. ARMORY 34TH ST. AT PARK
Sept. 26- Sept. 30	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N. Y.		
Monday Sept. 26- Oct. 1	HOME FASHION TIME The theme of Home Fashion Time this year is "Enjoy Living at Home". In order to tie-in with this important home furnishings promotion all you need do is to send in an application blank or write on your firm letterhead expressing your desire to participate. A Home Fashion Time booklet has been prepared which tells what was done last year and includes a Blueprint for Action for this year. These booklets are available from the Home Fashions League at 25¢ each for less than 100 copies. Above this figure the cost is less. Consult the Blueprint for Action for ideas on how your firm can best take advantage of this nation-wide promotion. The booklet and blueprint are being distributed to its members by the N.R.D.G.A. Others should address the League direct. Additional promotional material includes posters in two sizes, a Trends Bulletin summarizing the highlights of all phases of the home furnishings industry fall markets and containing some forty pages covering twenty categories with swatches of trend colors in wallpapers, paints, floor coverings and fabrics coordinated in room schemes. These Bulletins are $5.00 each. For the convenience of our readers we again list the chairmen of committees on Home Fashion Time:	HOME FASHIONS LEAGUE	155 EAST 96TH ST.

Over-All Chairman	Madelyn Smith	MU. 6-3497
Art	Kay Lewis	MU. 9-3670
Lectures	Mary Brandt	GR. 7-2853
Manufacturers	Ethel Brostom	MU. 3-8910
Publicity	Claire Corbin	JU. 6-5643
Retail Stores (N.Y.C. Metro. area)	Blanchard Bartlett	PL. 5-7157
Retail Stores (Out N.Y.C.- Resident Buying Offices)	Irene Fogel	MU. 5-4190

For all material and further information contact: Josephine Brush, Home Fashions League, Inc., 155 East 96th St., New York 28, SA. 2-1839.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 26- Oct. 1	NATIONAL WINDOW WEEK PROMOTION, NATIONWIDE. PUBLICITY: MISS KIM WISS, STEVE HANNAGAN, 247 PARK AVE.,N.Y.17,PL.5-2900.		
Tuesday Sept. 27- Sept. 29 8:00 P.M.- 10:00 P.M.	SERIES OF EVENING FORUMS	HOME FURNISHINGS MERCHANDISING	BERGEN JR. COLLEGE TEANECK, NEW JERSEY
	Home Furnishings Merchandising in collaboration with the civic committee of Bergen County will hold a series of forums on three successive evenings at the Bergen Junior College, Teaneck, N.J., with Charles H. Henders, N.Y.U. faculty member, as moderator. Speakers for the evening of Sept. 27th will be: John Gerald, interior decorator; Mary Monze, American Home magazine; Mary Davis Gillies, McCall's magazine. On Sept. 28th: Mary Burke, rug consultant; Theodore Muller of Muller-Barringer; Virginia Hamill, designer. Sept. 29th: Mary Brandt, home furnishings consultant; Karen Gillespie, assistant professor, N.Y.U.; Donald MacMillan, Interior Design & Decoration magazine. Open to the public free of charge. Publicity: John S. Edwards, Hackensack, New Jersey, Hubbard 7-2130.		
Tuesday Sept. 27	SPECIAL HOME FURNISHINGS FEATURE SECTION	NEW YORK WORLD-TELEGRAM	125 BARCLAY STREET NEW YORK, N. Y.
	A special section devoted to home furnishings and titled "Accent On Interiors" will be published in the issue of the World-Telegram for this date. News, pictures, articles and features will highlight new developments and ideas for making the home more livable. Furniture for every room, radio, television, appliances, kitchen equipment, laundry equipment, floor coverings, paints, roofing, insulation, heating, air conditioning are among the subjects to be included. Advertising deadline: Sept. 23rd. Editorial deadline: Sept. 21st. Send photos and editorial material to: Richard A. Murray, advertising director, World-Telegram, 125 Barclay St., N. Y. C., BA. 7-3211.		
Wednesday Sept. 28 Just out	SMORGASBORD COOKBOOK	A.A. WYN	23 WEST 47TH STREET
	A new cookbook containing over 200 completely new Swedish recipes and written by Anna Olsson Coombs, author of Modern Swedish Cookbook, will be published on this date. These recipes have been adapted to modern cooking methods and American entertaining and utilize foods readily available everywhere. Many of the dishes may be prepared the day before a party and are surprisingly inexpensive. Publicity: Eileen Kelly, PL. 7-7350.		
Thursday Sept. 29 Evening	GARDEN LECTURES	N.Y. BOTANICAL GARDEN	BRONX PARK
	A series of 12 Thursday evening garden lectures on Fundamentals of Gardening by T. H. Everett, horticulturist, will begin on this date. Publicity: Carol H. Woodward, SE. 3-3200.		
Friday Sept. 30 Just out	HOME ISSUE	SEVENTEEN MAGAZINE	11 WEST 42ND STREET
	"Your Home and You", the special home issue of Seventeen Magazine will be out on this date. This is the first in a series of annual projects to stimulate general participation in home affairs such as decorating and cooking among teen agers. National promotional tie-ins have been planned. Publicity: Addie Weineman, PE. 6-1100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Oct. 1- Oct. 9	NAT'L ELECTRICAL LIVING WEEK	ELECTRICAL ASSOCIATION	COLISEUM CHICAGO, ILL.

National Electrical Living Week has been designated in conjunction with the second annual National Television and Electrical Living Show to be held on these dates at the Chicago Coliseum. A special trade preview will be held September 30 to give exhibitors an opportunity to hold sales meetings and to present their 1949-1959 lines to dealers and distributors. Promotional plans to build public attendance include the signing of Eddie Cantor to head a cast which will present three full hour shows a day; General Electric's "House of Magic"; and a "Miss Television" with entrants sponsored by exhibitors. Contact: Axel H. Kahn, district manager, General Electric Supply Corp., Chicago, Ill.

Sunday Oct. 2	SPECIAL SECTION	THE MILWAUKEE JOURNAL	MILWAUKEE, WIS.

A full-sized special section with the front page in color will be devoted to home furnishings news, features and advertisements to coincide with Home Fashion Time. Contact: Lois Hagen, H. F. Editor, The Milwaukee Journal, Milwaukee, Wisconsin.

Oct. 3 YOM KIPPUR--JEWISH DAY OF ATONEMENT.

Monday Oct. 3 7:00 P.M.- 9:00 P.M.	EVENING COURSES IN WEAVING	LILI BLUMENAU	WEAVING WORKSHOP 53 EAST 9TH ST.

The first in a series of evening classes in weaving to be given by Lili Blumenau will be held at this time. Classes are conducted on Monday and Friday evenings from 7:00 to 9:00 and beginners learn the fundamentals in technique and design, such as: setting up looms, basic weaves, drafting of weave constructions, yarn characteristics, color and texture. Advanced students select their own problems, create their own designs and study the more complex hand weaving techniques. These classes are scheduled to continue until the end of May. Fee: $45 for 15 two-hour sessions. Registration: Sept. 24th, 2:00 to 5:00 P.M. and Sept. 26th through Sept. 28th, 6:00 to 8:00 P.M. at the Weaving Workshop, 53 East 9th Street, New York, N.Y., AL. 4-7363.

Tuesday Oct. 4	FIRST OPEN MEETING	HOME FASHIONS LEAGUE	CHICAGO, ILLINOIS

The first member group of the Home Fashions League has been formed in Chicago and will hold its first open meeting during Home Fashion Time on Oct. 4. This meeting will be addressed by Harper Richards, industrial designer. The second meeting on Nov. 8 will have Saide Feika of Feika Imports as guest speaker. She will discuss and show merchandise collected on her recent trip to the Orient. Contact: Marian Knapp, Director of Public Relations, National Association of Bedding Manufacturers, 1647 Merchandise Mart, Chicago, Illinois.

Monday Oct. 10- Oct. 12	ANNUAL MEETING	A. N. A.	WALDORF-ASTORIA

The 40th annual meeting of the Association of National Advertisers will start on October 10th and run through the evening of October 12th. Howard Chapin, advertising director of the General Foods Corporation is chairman of the program committee and complete program details for the meeting will be announced later. As has been the practice at previous meetings, the first two days of this session will be restricted to association members and invited advertiser guests. On the third day, representatives of advertising media and agencies will also be guests of A.N.A. Publicity: Peter Allport, A.N.A., 285 Madison Ave., OR. 9-4940.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM AND GALLERY NEWS

Tuesday Sept. 13- Oct. 30	PRESS PREVIEW OF TEXTILES The life work of Ani Albers, outstanding weaver-designer and weaving teacher in this country, will be on display. Miss Albers was formerly associated with the Bauhaus in Germany. Open to public on Sept. 14. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Sept. 22 3:00 P.M.- 5:00 P.M. Cocktails	NEW GALLERY OPENING A special press showing by invitation only will be held at the opening of new quarters for The New York Circulating Library of Paintings on this date. The gallery has a collection of over 1400 paintings by leading artists and all works in the collection are available for monthly rentals at nominal rates. Contact: Ruth Butler and Eleanor Sadowsky, PL. 9-7754; Publicity: Hilda Kassell, PL. 9-2917.	N.Y. CIRCULATING LIBRARY OF PAINTINGS	640 MADISON AVENUE SUITE 242
Oct. 1- Oct. 23	AMERICAN TEXTILES '48. WORCESTER ART MUSEUM, WORCESTER, MASS. CONTACT: AMERICAN FEDERATION OF ARTS, 22 EAST 60TH STREET, NEW YORK, N.Y.		
Oct. 1- Nov. 2	EARLY AMERICAN DECORATIVE ARTS, INDEX OF AMERICAN DESIGN. WORCESTER ART MUSEUM, WORCESTER, MASS.		
Tuesday Oct. 4- Dec. 4	ANNIVERSARY CELEBRATION "Modern Art in Your Life", an exhibition to show how modern art is a source for much of our daily environment, will occupy the entire 3rd floor of the Museum to commemorate its founding in 1929. Buildings, furniture, useful objects, shop displays and advertisements that are accepted readily and enjoyed by the public are related to, or derived from works of art frequently considered meaningless and even ugly. The exhibition will show how the appearance of popular articles used in everyday living has direct antecedents in the most elusive abstract art. This has been arranged by Rene d'Harnoncourt, Director of the Museum's Curatorial Departments, in collaboration with Robert Goldwater, author, Associate Professor of Art History at Queens College and Editor of the Magazine of Art. Press preview on October 4th by invitation only. Open to the public on October 5th. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

TELEVISION NEWS

Thursday Sept. 8, Sept. 9, Sept. 12 11:00 A.M.- 12:00 P.M.	TELEVISION PROGRAMS "YOUR TELEVISION SHOPPER" The following three programs will be of interest to home furnishings people. On Sept. 8, representatives from the Westchester County Fair will demonstrate the making of candy and use of spices on Kathi Norris' program. On Sept. 9, Ruth Butler and Eleanor Sadowsky of the New York Circulating Library of Paintings will describe their unusual business. On Sept. 12, Mr. and Mrs. Arthur Lans, owners of the Bristol Company, will discuss antiques and reproductions. Publicity: Babs Doninger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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HOME FURNISHINGS CALENDAR is published every Thursday.
There is no charge for any listing. Subscription rates: One year, $30; six months, $18; three months, $10; single copy, $1.